

request data structure includes searching the search request data structure to locate a search request record including a search request identifier that matches the plurality of keywords in the search request;

(c) generating a result set identifying the subset of records identified in the result set identifier in the located search request record;

(d) for each of the plurality of records in the database, selectively updating a user feedback parameter associated therewith in response to user interaction with the record; and

(e) ordering the identifications of the subset of records in the result set using the user feedback parameter associated with each record in the result set;

wherein the result set identifier for each search request record further includes a copy of the user feedback parameter for each of the subset of records identified thereby, and wherein selectively updating the user feedback parameter includes updating each copy of the user feedback parameter in the search request data structure.

60. (Once Amended) The method of claim 38, wherein the result set identifier for each search request record further includes a list of record identifiers, each of which identifying a record in the associated subset of records, and each of which associated with the copy of the user feedback parameter for the associated record, the method further comprising ordering the list of record identifiers identified by the result set identifier of a first search request record based upon the copies of the user feedback parameters associated with the subset of records.

64. (Once Amended) An apparatus, comprising:

(a) a memory within which is resident a search request data structure, the search request data structure including a plurality of search request records, each search request record including a search request identifier identifying a unique combination of keywords, and a result set identifier identifying a subset of a plurality of records in a database that match the unique combination of keywords;

(b) a program, resident in the memory, the program configured to, in response to a search request that specifies a plurality of keywords, search the search request data structure to locate a search request record including a search request identifier that matches the plurality of keywords in the search request, and to generate a result set identifying the subset of records identified in the result set identifier in the located search request record;

wherein the program is further configured to, for each of the plurality of records in the database, selectively update a user feedback parameter associated therewith in response to user interaction with the record; wherein the program is further configured to order the identifications of the subset of records in the result set using the user feedback parameter associated with each record in the result set; wherein the result set identifier for each search request record further includes a copy of the user feedback parameter for each of the subset of records identified thereby, and wherein the program is configured to selectively update the user feedback parameter by updating each copy of the user feedback parameter in the search request data structure.

65. (Once Amended) A program product, comprising:

(a) a program configured to, in response to a search request that specifies a plurality of keywords, search a search request data structure to locate a search request record including a search request identifier that matches the plurality of keywords in the search request, the search request data structure including a plurality of search request records, each search request record including a search request identifier identifying a unique combination of keywords, and a result set identifier identifying a subset of a plurality of records in a database that match the unique combination of keywords, and the program further configured to generate a result set identifying the subset of records identified in the result set identifier in the located search request record; and

(b) a signal bearing medium bearing the program;

wherein the program is further configured to, for each of the plurality of records in the database, selectively update a user feedback parameter associated therewith in response to user interaction